Broadcasting. The significant initiatives and new schemes media unit-wise find mention in the Performance Budget 2002-2003 and the Annual Report 2001-2002.

Turnover of advertising industry

†2281. SHRI RAM JETHMALANI:
SHRI KAPIL SIBAL:

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether it is a fact that the total turnover of the advertising industry in the country has been Rs. 8,509.70 crore during the year 2000-2001;

(b) if not, the total turnover during the aforesaid year;

(c) whether it is also a fact that the share of the five largest institutions was 47.2 percent in the total turnover; and

(d) if not, the correct estimate of the percentage of this share?

THE MINISTER OF INFORMATION AND BROADCASTING (SHRIMATI SUSHMA SWARAJ): (a) to (d) This information is not maintained by this Ministry. However, an extract from a recent report of the 'Economic Times' on the Entertainment Sector showing total ad spend since 1990 and projection upto 2005 is annexed as Statement.

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†Original notice of the question was received in Hindi.

Statement

Ad Spend and Media Distribution in India

(Rupees in Crore)

	Total ad Spend	Growth Rate %	Newspaper Spend	Newspaper %	TV Spend	TV %	Radio Spend	Radio %	Cinema Spend	Cinema %	Outdoor Spend	Outdoor %
1990	1,435	16.9	1,050	73.2	254	17.7	40	2.8	6	0.4	85	5.9
1991	1,721	19.9	1,225	71.2	350	20.3	50	2.9	6	0.4	90	5.2
1992	2,094	21.7	1,460	69.7	430	20.5	75	3.6	7	0.3	122	5.8
1993	2,514	20.1	1,735	69.0	500	19.9	80	3.2	9	0.4	140	5.6
1994	3,050	21.3	2,022	66.3	750	24.6	90	3.0	8	0.3	180	5.9
1995	3,909	28.2	2,450	62.7	1,120	28.7	100	2.6	9	0.2	230	5.9
1996	4,727	20.9	2,795	59.1	1,552	32.8	110	2.3	10	0.2	260	5.5
1997	5,690	20.4	3,258	57.3	1,969	34.6	130	2.3	13	0.2	320	5.6
1998	6,824	19.9	3,820	56.0	2,460	36.1	145	2.1	15	0.2	384	5.6
1999E	8,189	20.0	4,496	54.9	3,112	38.0	100	1.2	18	0.2	463	5.7
2000E	9,827	20.0	5,206	53.0	3,931	40.0	113	1.2	22	0.2	555	5.7
2001E	12,283	25.0	6,280	51.1	5,024	40.9	215	1.8	27	0.2	737	6.0
2002E	14,740	20.0	7,190	48.8	6,264	42.5	368	2.5	32	0.2	884	6.0
2003E	17,688	20.0	8,446	47.8	7,673	43.4	531	3.0	39	0.2	999	5.7
2004E	21,225	20.0	9,976	47.0	9,261	43.6	743	3.5	47	0.2	1,199	5.7
2005E	25,470	20.0	11,716	46.0	11,240	44.1	1,019	4.0	56	0.2	1,439	5.7